

ABSTRACT

5 A system and method that allows client devices with different characteristics and users with different preferences to receive customized content from servers in an open, networked environment, regardless of the server's prior knowledge of the clients' configurations or the users' preferences. The embodiments allow the implementation of a secure, for-pay content delivery system wherein content providers can deliver paid content in an appropriate format over an open, networked environment, such as the Internet, to their subscribers without the fear of copyright violation. In particular, these embodiments prevent an authorized user from
10 transferring to non-authorized users a key or other embodiment of a right that would allow the non-authorized users to access the for-pay content.

In one embodiment, each client is associated with a universal mobile ID (UMID) that designates the client's characteristics and a user's preferences. In one embodiment the UMID
15 consists of two major parts: the User ID (UID) and the Device ID (DID). The UID includes information that is relevant to a user, including a unique, public personal identification number (PIN), preferences (e.g., what kind of news, sports, etc. the user is interested in) and access rights. The DID includes information that is relevant to a client device, including device attributes (e.g., display, processor type, multimedia capabilities, available memory size) and
20 client date of birth (DOB). This information, which is transmitted by a client to a server with a content request, enables servers to customize content for clients about which they have no prior knowledge.

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